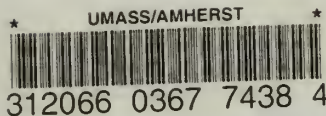


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THE MASSACHUSETTS TRAVELOGUE

News from the Massachusetts Office of Travel & Tourism

April 1997

A message from the Executive Director...



April is a big month for MOTT and for all of you in the tourism industry as well. It's time not only for the annual Governor's Conference on Travel and Tourism, but

for flower shows, Patriots Day, the Boston Marathon, opening day at Fenway Park and other rites of Spring. MOTT's print ads have been running in major magazines for over a month now and the television ads will hit the air in Connecticut, New York, New Jersey and Philadelphia next month. We continue to receive a steady stream of journalists, both foreign and domestic, who are touring and writing about the Bay State. We are extremely grateful for the hospitality shown by everyone in the travel and tourism industry in helping us arrange these valuable tours. I'm looking forward to seeing you all at the Governor's Conference and working with you to make 1997 our best year ever!

Mary Jane McKenna

10th Annual Massachusetts Governor's Conference on Travel & Tourism

Tourism in the New Millennium...Looking Toward the Future

The 10th Annual Massachusetts Governor's Conference on Travel & Tourism is just around the corner and attendance at this year's conference is expected to break records. The conference will be held at the Boston Park Plaza Hotel and Towers in Boston on Thursday and Friday, April 17th and 18th. The theme of this year's conference is *Tourism in the New Millennium...Looking Toward the Future*.

"This year's conference promises to be one of the most informative gatherings yet," said Executive Director Mary Jane McKenna. "It's an excellent chance to learn the latest methods in marketing and promotion and to network with colleagues in the tourism business."

Many exciting and informative speakers and workshops are planned. This year's seminars offer the latest information on tourism's most timely topics, including:

- ✓ Travel, Tourism, and the Internet
- ✓ Developing Marketing Partnerships that Work
- ✓ How to Retain Good Employees
- ✓ How to Work with the International Market
- ✓ Group Tour Industry: Heritage Tourism and Group Travel Trends of the Future
- ✓ The Family Vacation Market

Other highlights include keynote addresses by Malcolm Rogers, the Ann and Graham Gund director of the Boston Museum of Fine Arts; and Robert Barrett, director of cultural tourism for the Los Angeles Convention & Visitors Bureau.

Lou Hammond, president of Lou Hammond & Associates, the domestic public relations firm for MOTT, will give the closing address on creating public relations for your business. Representatives from MOTT's international public relations firms will also discuss how to effectively market to the international visitor.

Judson Hale, Sr. from *Yankee Magazine* will serve as Master of Ceremonies at Thursday's Gala Dinner & Awards Ceremony. Governor Weld will present the leadership and hospitality awards. *(continued next page)*

We'd love to show you around.

MASSACHUSETTS

Office of Travel & Tourism

For Your Information...

→ Mary Jane McKenna and MOTT staff members Bill MacDougall and Eric Gedstad attended a media luncheon with 13 travel writers in New York City on February 25th. The event was hosted by MOTT's public relations firm, Lou Hammond and Associates, and included writers from *Glamour*, *Reed Travel Features*, *Travel Holiday*, *Women's Day* and the *Robb Report*.

→ MOTT's *Spring/Summer Calendar of Events* will be distributed to motorists entering Massachusetts at the Sturbridge toll booths on April 19th & 20th (Patriots Day weekend). The Turnpike Authority will advertise the brochure on electronic signs.

→ Surf Nantucket! The Nantucket Island Chamber of Commerce is on the world wide web at www.nantucketchamber.org. Users can order an Island Guidebook and other publications, access Nantucket's events calendar, view up-to-the-minute weather reports and ferry schedules and link to Nantucket businesses and their web sites.

1997 Governor's Conference (continued)

The 1997 Governor's Conference on Travel & Tourism will be the perfect opportunity to renew our collective commitment to work together, share ideas, and meet new marketing partners as we look toward meeting the challenges of the 21st century.

If you have not registered, please contact Mary Hayes at (617) 727-3201, ext. 245. ■

New Ad Campaign Promotes Fun for the Whole Family

MOTT's 1997 ad campaign was formally unveiled recently at a press conference at the Hampshire House in Boston.

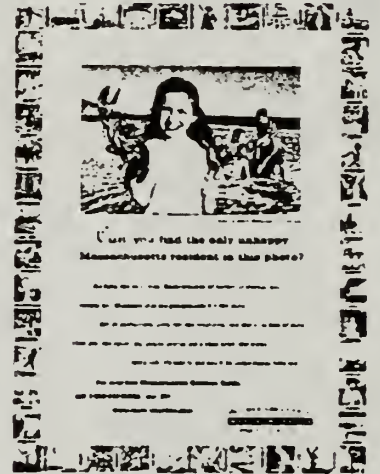
The television and print ads, designed by ad agency Houston Herstek Favat, promote Massachusetts as a fun place for the entire family.

"The ads have a wide appeal for all ages. They're fun, interesting and really catch your eye and ear," said MOTT's Executive Director Mary Jane McKenna.

The television ads will begin running in May in three target markets in the Northeast: New York, Hartford/New Haven and Philadelphia. Viewers are directed to their local CVS store to pick up a copy of the new 1997 *Massachusetts Getaway Guide*.

Three magazine ads featuring the seashore, Boston's Faneuil Hall and Jacob's Pillow Dance festival in Becket are already running in magazines such as the *New York Times Sunday Magazine*, *Martha Stewart Living* and *AAA Car and Travel*.

MOTT is also developing two radio ad campaigns -- one for Philadelphia, and another for Massachusetts to promote in-state tourism. ■



One of MOTT's new magazine ads features a family on the Massachusetts shore.

Massachusetts Sports Partnership: Making sport of tourism

For the last four years, a little-publicized but important group has quietly been bringing some of the biggest names in sports to Massachusetts. The result has been some of the best live entertainment money can buy and a lot of full hotels and restaurants.

The Massachusetts Sports Partnership was established in 1993 as a nonprofit corporation to enable the Commonwealth to attract major meetings and sporting events. Since then, the group has brought an impressive array of sporting events and meetings to the Bay State and more are in the works. (continued next page)

"Super-Fam" trip to Boston will launch Canada 3000's Toronto - Boston service

On April 22, 168 Canadian travel agents, tour operators and travel writers will arrive in Boston for a huge one-day familiarization trip to Boston and North of Boston. The participants will arrive courtesy of Canada 3000, Canada's third largest airline which will begin Toronto to Boston service on May 2.



Canada 3000 begins Toronto - Boston Service on May 2.

"This is very good news for tourism in Massachusetts," said MOTT Executive Director Mary Jane McKenna. "Canada is our largest international market and regular airline routes into Boston are extremely important."

MOTT is working with representatives from Canada 3000, MASSPORT and the Boston and North of Boston Convention and Visitors Bureaus to ensure the event goes smoothly.

The fam trip participants will arrive at Logan Airport and will be transported to the Salem area for a luncheon and meetings with representatives from the tourism industry. They will return to Toronto the same day. ■

Sports Partnership (Continued)

In 1996, Massachusetts played host to the World Hockey Summit, the US Olympic Gymnastics Trials, the NHL's All-Star Weekend and the World Junior Hockey Championship.



More recently, the Bay State hosted the Commonwealth Invitational, the premier indoor track meet in New England. The meet, held at Harvard University, is the first stop on the US Grand Prix Indoor Track and Field Series Circuit.

Walpole was the site of the 1997 US Short Track Speedskating Championships held

March 7-9. Over 100 of the nation's top skaters competed.

On August 4 - 9, 1997, Marlboro will host the Ice Skating Institute's World Recreational Team Championship, bringing between 1600 and 1900 competitors into the region. Some 3000 room nights at hotels from Milford to Boxboro have already been booked for the event.

The MSP is also working to bring several other major events to Massachusetts including a PGA tour event, the Davis Cup, the NCAA Hockey tournament and the Olympic Congress, all of which will boost Bay State tourism.

The MSP receives support from both public and private sources, including the Massachusetts Office of Travel and Tourism, the Greater Boston Convention and Visitors Bureau, MASSPORT, The Chiofaro Company, Hale and Dorr, Ernst and Young, LLP; Ricoh/Offtech and Data General. ■

For Your Information...

✈ Canadian Airlines begins a nonstop Vancouver to Boston route on May 5th. Flights will depart once a day from Vancouver at 12:45 and arrive in Boston at 9:00 p.m. Flights will depart Boston at 9:00 a.m. and arrive in Vancouver at 12:10 p.m. The flight will bring more Canadian and Asian tourists to Massachusetts, according to Massport's Director of Airline and Destination Marketing, Dick Cunnion

✈ Springfield's Sheraton Monarch Place Hotel will host next year's Massachusetts Governor's Conference on Travel and Tourism, April 8th and 9th, 1998.

✈ *Fortune* magazine's Fortune 500 Forum has chosen Boston as the site for its next meeting. This prestigious group of 200 of the nation's top business executives and their families will gather in Boston October 23-25, 1997. The Greater Boston Convention & Visitors Bureau estimates the gathering will generate \$4-5 million in direct spending for the city.

For Your Information...

→ **Cultural Tourism Seminars**
 April 30th: *Public Relations: Behind the Smoke and Mirrors* with Mara Williams from the Brattleboro Museum and Art Center, and Bea Snyder, from the Norman Rockwell Museum, 10am-1pm at Lunt Design Center Marketplace in Greenfield.

June 12th: *Fundamentals of International Marketing* with Sal Starling from Massport and a representative from MOTT's International Department, 9:30am-1pm, Exchange Place, Fish Pier, Boston.

Each seminar is \$15. For Registration information, contact Mary Hayes, ext. 245.

→ **Group Tour Industry Meetings**
 The next statewide group tour meeting will be held in early June at the JFK Library and Museums, Boston. Meeting notices will be mailed out in April. Many thanks to Linda Pisacano, Arthur Ratsy and Ginny Johnson of Cape Cod for hosting the March 7th Group Tour meeting.

International Update: Promoting the Bay State Overseas



Rick Apel in Thailand

MOTT's international marketing staff is constantly in the air, promoting Massachusetts as a tourist destination overseas. While the job sounds glamorous, staff are so busy attending meetings and shows and adjusting to time changes there's little time left for anything else.

Rick Apel, who specializes in promoting Massachusetts in the Asian market had a full schedule in February. In Singapore, he attended the Pacific Asia Travel Association Board meeting and a crisis management leadership conference. He also met with representatives from Northwest Airlines to discuss joint marketing activities and made time for sales calls to two of the largest tour operators

in Singapore.

Rick then traveled to Bangkok for the Visit USA show where he was joined by MOTT's Tara Rendon. Together they met with over 600 consumers, trade and media representatives.

Finally, Rick met up with a New England delegation for a MassPort sales mission in Japan and met with MOTT's public relations representatives and tour operators in Tokyo and Osaka.

Fred Clifford, who oversees marketing efforts in Germany and The United Kingdom, recently traveled to Berlin, Germany for the annual international tourism fair known as ITB. Fred joined representatives from MassPort and other private sector businesses from New England.

ITB brings representatives from the German travel trade and travel press together with tourism suppliers from around the world.

Germany is the fastest growing market for Massachusetts and is currently the second largest overseas market. Approximately 150,000 Germans visited Massachusetts in 1995 and Lufthansa Airlines is planning to add a second daily flight from Frankfurt. ■

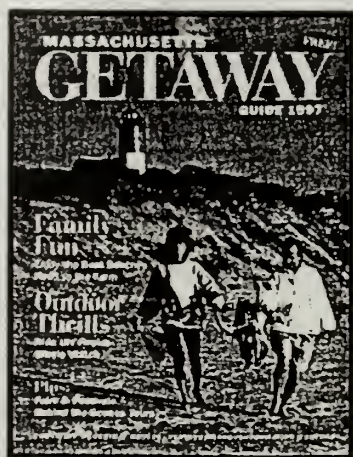
Media Fam tours continue

MOTT continues to bring a steady stream of travel journalists into the Bay State. While the bulk of journalists are usually from overseas, MOTT's domestic public relations firm, Lou Hammond and Associates, will be arranging for travel writers from the US to pay a visit to the Bay State. Currently, North of Boston and Cape Cod fams are in the works.

Three journalists from Canada spent three days touring Boston and Cambridge March 5 - 7, while at the same time writers from the UK toured both Boston and the Berkshires. Mr. John Gunning, who drives a London taxi cab which has been outfitted with shrink-wrapped photos promoting Massachusetts, was in-state to witness firsthand the beauty of the Berkshires, Cape Cod, Plymouth and Boston.

Barry Eagan, a well-known Irish journalist for the Sunday Independent also visited Boston and the Berkshires. A writer for Le Monde, the French newspaper, will arrive for a state-wide tour in April. ■

1997 Massachusetts Getaway Guide available



MOTT's flagship publication, the 1997 *Getaway Guide*

The 1997 edition of the Massachusetts Getaway Guide is now available. The free magazine-style brochure provides "how-to" information for travelers with special interests ranging from art galleries to antiques, festivals to farms and whale watching to wildlife trails.

The 140-page color guide features in-depth coverage of the Bay State's major tourist regions as well as listings of attractions and accommodations, maps and travel tips. The planner also enables travelers to learn about behind-the-scenes tours, fairs, festivals and exhibits. New sections detail the state's public golf courses and the growing interest in agricultural tourism. In addition, a special outdoor activities section furnishes information on activities for all seasons

such as hiking, skiing, beaches, camping, whale watches and fall foliage.

The guide also lists facilities that provide appropriate access for physically disabled travelers.

To receive a copy of the Getaway Guide, call 1-800-447-MASS. ■

Attention: Photo Opportunity

MOTT is looking for high-quality photos of Massachusetts attractions for our slide library. We use images from this library to promote Massachusetts attractions in our publications, primarily the Massachusetts *Getaway Guide*. Of special interest to MOTT are interior and exterior shots that show people enjoying the site. Photos must be high quality and MOTT must be granted full usage rights. The photos will not be used for anything other than MOTT publications, unless we have permission. If you are interested in having a slide of your attraction added to the MOTT slide library for promotional use, contact Michele Ellicks, ext. 222, or Keri Snook, ext. 215. ■

Thank You

MOTT would like to thank the following businesses for their assistance with recent fam trips: Amadeus House, Appletree Inn, Berkshire Hilton, Butternut Basin, Charles Hotel, Church Street Cafe, Courtenhouse Communications, Cranwell Resort Golf Club, The Gateways Inn, Greater Boston Convention & Visitors Bureau, Greylock Discovery Tours, Hancock Shaker Village, House of Blues, Jiminy Peak, John Harvard's Brew House, The Lenox Hotel, Norman Rockwell Museum, Red Lion Inn, S/Z Marketing, the Boston Computer Museum, Old Town Trolley, Isabella Stewart Gardner Museum, Mama Maria restaurant, the MIT media lab, Fogg Art Museum, Upstairs at the Pudding, Museum of Science, Legal Seafoods, Boston Symphony Orchestra, the Boston Museum of Fine Arts and the Store at 5 Corners ■

For Your Information...

➔ Plans are in place to welcome summer visitors to the new Boston Harbor Islands National Recreation Area. According to George Price, project manager for the National Park Service, six State Park islands will be open and staffed beginning June 21st, as will the MWRA's Deer Island and privately-owned Thompson's Island. Be on the lookout for several "flagship" events to celebrate the opening of the new recreation area. For more information contact the National Park Service at 617-223-5060.

➔ A Seaport Marketing Committee was formed in February to increase tourism in Boston's historic waterfront. The Seaport District, which begins at the new North-east Avenue bridge in Boston is currently comprised of several attractions, including the World Trade Center, the Children's and Computer Museums, Boston Design Center, and dining and meeting facilities. Future sites which will increase the number of visitors to the area include the Federal Courthouse (1997) and the Seaport Hotel & Conference Center (1998).

Spring offers a variety of Massachusetts events

Patriots Day festivities include a Paul Revere "capture" ceremony on April 13 at the National Historic Park in Lincoln, a reenactment of the Battle of Lexington on April 21 and the 101st Boston Marathon...The Society of Arts and Crafts celebrates its centennial in 1997. April exhibits include "Five Perspectives," "Emerging clay artists" and the Medal of Excellence celebration featuring Jonathan Fairbanks, curator of American Decorative Arts at the Boston Museum of Fine Arts...The Lowell National Parks and Conservation Association is one of the sponsors of the "March for Parks" in Lowell on Earth Day, April 19. Proceeds will go to park improvements in Lowell...The Massachusetts Special Olympics Spring tournament will be held at Clark University in Worcester April 19 & 20...The annual wildwater races in Huntington are the oldest consecutively run whitewater races in America. They run again April 20 - 26...Spring is in the air, as Nantucket once again celebrates the Daffodil Festival, and the Tower Hill Botanic Garden in Boylston holds its Spring open house and arbor day weekend on April 26 and 27. ■

Upcoming Travel Industry Events

April 5 - 9 International Association of Conference Centers, Paradise Island, Bahamas

April 8 - 9 AAA Annual Meeting, Atlanta, GA

April 16 - 18 American Hotel & Motel Association Convention, Washington D.C.

April 24 - 27 Canadian Travel & Leisure Show, Toronto, Ontario

April 25 - 27 Adventure Travel & Eco-Tourism Expo, Toronto, Ontario

We'd love to show you around.

MASSACHUSETTS

Office of Travel & Tourism

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Boston, MA 02202
617-727-3201

For a free *Getaway Guide* call
1-800-447-MASS

